

## ABSTRACT OF THE DISCLOSURE

A projector is provided to suppress the degradation of the image quality of movies that are displayed on an image display device. The projector is configured to have a DVD playback function. Accordingly, when movie data that was read out from a DVD includes a movie film having a frame rate of 24 fps, a frame rate conversion unit converts the frame rate from 24 fps to 72 fps without performing a 2 to 3 pull down telecine conversion. In addition, the driving frequency of a liquid crystal panel is also switched to 72 Hz according to the conversion of frame rate.